# HOW DO YOU COPE WITH CONSTANT CHANGE? STAY IN FRONT OF IT,





### HERE IT COMES >>

CANADIAN SOCIETY IS CHANGING AT AN UNPRECEDENTED PACE. SO IS BROADCASTING TECHNOLOGY AND THE CANADIAN BROADCASTING INDUSTRY. AND, TO ENSURE WE STAY RELEVANT TO CANADIANS, CBC|RADIO-CANADA IS CONTINUALLY EVOLVING TO STAY AHEAD OF THIS CONSTANT CHANGE.



#### CONTENT IS KING

We're bringing audiences unique Canadian content available nowhere else. And we're delivering that content through both traditional and innovative services like the Internet, satellite radio, podcasts, streaming video for cell phones and PDAs, and much more.

#### STIRRING THINGS UP

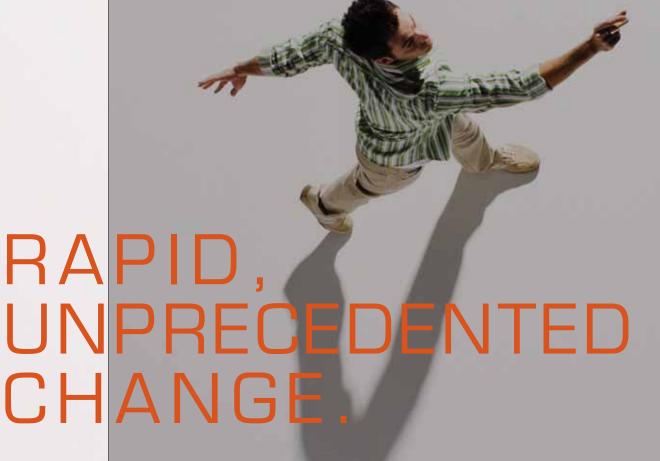
We're continually renewing our programming to give Canadians more of what they tell us they want – programs that are challenging, informative and resonant, but also entertaining.

#### UP CLOSE

We're connecting more closely with Canada's communities and regions through deeper coverage of local and regional news, arts and culture – and we're giving audiences more ways to tell us what stories are most important.

In 2006–2007, we reached out to more Canadians in more ways than ever before.

AND WE'RE FAR FROM FINISHED.



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## And Canadians Are Tuning In.

3.7 million: Viewership to the first episode of

CBC Television's Little Mosque on the Prairie.

50%: Audience share in 2006–2007 for

Télévision de Radio-Canada's show

Tout le monde en parle.

13: Number of urban areas in which

CBC Radio One local morning shows are number one or two in ratings.

16.7%: Audience share in Spring 2007 for

Radio de Radio-Canada.

3 million: Number of unique visitors from home to

CBC.ca every month.

1.5 million: Number of unique visitors from home to

Radio-Canada.ca every month.

300,000: Number of subscribers to Sirius Canada

Satellite Radio as of January 1, 2007

(six of Sirius Canada's 11 Canadian channels

are provided by CBC | Radio-Canada).

1.4 million: Number of subscribers who tune in to

Galaxie every week.